



Social Marketing Toolbox

AN INNOVATIVE, COMMUNITY-BASED APPROACH
TO CHANGING DRINKING AND DRIVING BEHAVIOR

Forward

Congratulations! By using this toolbox, your community has taken an important first step in making its roadways safer. You now have the opportunity to implement an exciting new approach to reducing alcohol-related crashes by applying these ideas and methods.

In 2001, the National Highway Traffic Safety Administration funded five traffic safety projects throughout the United States, seeking a 5% reduction in alcohol-related crashes. An application made by the Wisconsin Department of Transportation Bureau of Transportation Safety was one of those selected. Additional partners in Wisconsin included the University of Wisconsin School of Business, Miller Brewing Company, the Tavern League of Wisconsin and MasComm Associates.

The Wisconsin project, called the **Road Crew**, was based on applying social marketing concepts to reduce alcohol-related crashes primarily involving young male drivers. In three rural communities, planning teams developed and implemented alternative ride programs designed to separate drivers from their vehicles before they took their first drink.

The first year results were astounding. Research showed:

- ▶ Almost 20,000 rides were given to potential drunk drivers from July 1, 2002 through June 30, 2003 in the three small communities. These rides are estimated to have prevented 15 alcohol-related crashes during the one-year study, a 17% reduction in crashes from previous years.
- ▶ Among the target market of 21-to-34-year-old drinkers, in just one year 71% were aware of the **Road Crew**, and among those, 91% had a positive or very positive attitude about it. Within the general population, 68% were aware of the program, and 90% of those were either positive or very positive about it.

We are proud to share our philosophies and methods for you to take on this crucial community issue. You can access a full report of the demonstration project at <http://www.dot.wisconsin.gov/library/publications/topic/safety.htm>. Best wishes for your success in making roadways safer for your community's residents and visitors.

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